

Abstract of research

The globalizations of the economy, demographic trends, and new technologies have changed the way work is done. These trends have forced organizations to rethink their roles and responsibilities to maintain a skilled, knowledgeable workforce.

Managerial training program regarded as an instrument to develop and improve the skill of the manager due to the changes of major global economy trends. Some businesses are very successful in practicing managerial training program by focusing on the training program for managerial people. Others just ignoring the training program for managers and emphasis more on lower management level.

To starting effective managerial training program requires endeavor and hardworking. There are many major global trends affect the need of managers to develop their managerial training program. Then, the study of relationship between major global economy trends on managerial training program needs to be disclosed. However, the question may arise as to which impact of global economy has affected managerial training program are prerequisite for designing effective managerial training program.

This thesis aim at exploring major global economic trends on managerial training program. The research was conducted on 17 automobile companies in Thailand to investigate the impact of major global economy trends on managerial training program, including *impact of increase national and international competition, impact of globalization of market, impact of heightened focus on total quality and customer satisfaction, impact of shifting from manufacturing to service economy, impact of changing in labor market, impact of increase reliance on automotive and technology to produce goods and services and impact of growth in*

nontraditional business structure, as to what extent they are effect the managerial training program. The result has revealed that, each major global trend plays a very influencing role on managerial training program. All seven major global economy trends have either strong or moderate or weak impact on managerial training program in automobile industry of Thailand.

The findings of the research serve as a guideline to preliminarily understand what extent of global economy trends affect managerial training program in the automobile industry. The global economy trends may effect the others business industry differently.

